

**ABSTRACT OF THE DISCLOSURE**

A system and method for defining, generating and identifying a geographic area is disclosed. This may be done by establishing zip codes as the basic building blocks for the geographic area. For example, the United States may represent a region, which includes all of the zip codes in the United States. A region may also be divided into mutually exclusive subregions. For example, individual states within the United States may represent the subregions, wherein the individual states represent all of the zip codes within that state. The subregions are then divided into mutually exclusive sections. For example, zip codes within the individual states may represent the sections. Simplified syntax is then used to allow a user to submit a query including parameters to identify subregions or sections that are to be included or excluded from the defined geographic area within the region. The system then processes this query and outputs a response representative of the query.